



## MEMORANDUM

**TO:** Mayor and City Council

**THRU:** Christopher Shorter, Assistant City Manager

**FROM:** Kimberly McNeeley, CPRP, Director  
Austin Parks and Recreation Department 

**DATE:** January 4, 2021

**SUBJECT:** Resolution No. 20200312-041 Progress Update

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This memo serves as an update related to Resolution No. 20200312-041 where City Council expressed its support for the concept of parkland agreements between non-profit organizations and the Parks and Recreation Department if the agreements furthered the mission and vision of the Department. The Resolution also directed the City Manager to:

- Work with parks nonprofit partners that have established relationships to create opportunities for partnership agreements;
- Outline roles and responsibilities between those groups and the Department;
- Deliver status reports to City Council; and
- Bring any partnership agreements to City Council for consideration.

The Parks and Recreation Department shares the commitment to growing partnerships that align with the Department's overall mission, vision, and values. Furthermore, the Department seeks to provide a public benefit to the Austin community by cultivating relationships with partners who value equity, inclusion and increased access. Partnerships allow for the leveraging of resources to further the public access goals, increase maintenance standards and provide quality programming opportunities. Trusted partners help the Department enhance Austin's parks and recreation system for community members and visitors.

It is important to note, deadlines for both the status report and the agreement approval were scheduled for earlier in 2020; however, the complexities of the agreement base terms and the work re-prioritization related to COVID-19 required both deadlines to be extended. I am pleased to report the following progress related to partnerships between non-profits and the Parks and Recreation Department. To date, the Department has:

- Conducted research related to partnership best practices, base operating terms, and industry standards.
- Conducted interviews with governmental entities related to parks and recreation based public private partnership.
- Composed "base terms" for tiered partnership levels to accommodate the different partner capabilities and to:
  - Be inclusive, equitable and transparent.
  - Ensure consistency among like partners.

- Provide technical assistance to potential partners.
- Conducted stakeholder meetings with *Operations and Maintenance Partners* related to base terms.
- Drafted, in consultation with the Law Department, agreements with existing *Operations and Maintenance Partners* to be considered by Council in 2021.

The following work is in progress:

- Review and amend existing *Operations and Maintenance Partner* agreements to reflect established base terms for *Operations and Maintenance Partners*.
- Develop internal processes and procedures to review potential *Operations and Maintenance Partners* to ensure organizational constitution and capacity.
- Conduct *Project and Program Partner* stakeholder meetings to discuss and finalize base terms for this partnership level.
- Draft agreements with Project and Program Partners to reflect establish based terms *for Project and Program Partners* for future consideration by Council.
- Continue to facilitate *Adopt A Park Partnership/Friends Group* opportunities in accordance with established protocols and processes.
- Continue to facilitate PARD PARKnership program opportunities in accordance with established protocols and processes.

The Department looks forward to finalizing partnership agreements in 2021 and providing for enhanced parks and recreational opportunities. I am available should you have any questions, please feel free to contact my office at (512) 974-6717.

cc: Liana Kallivoka, Assistant Director, Parks and Recreation Department  
Lucas Massie, Assistant Director, Parks and Recreation Department  
Anthony Segura, Assistant Director, Parks and Recreation Department  
Suzanne Piper, Chief Administrative Officer, Parks and Recreation Department